



American Center Korea

FY2014 American Center Korea Monthly Report [May 2014]

ACK Visitors and Programs Statistics For May 2014

Total Number of Visitors	1,424
Total Number of Programs	35
Total Number of Program Attendees	1,378
Total Library Check-out	35
26 Programs were organized by the American Center Korea (ACK)	1,183
9 Programs Organized by Other Sections	195

Websites

Number of Visitors to Korean Website	43%	174,839
Number of Visitors to English Website	57%	
Number of Page Hits to Korean Website	18%	1,275,958
Number of Page Hits to English Website	82%	

Electronic Outreach

E-infoUSA	Recipients	21,100 (7 Items)
Article Alert	Recipients	6,880 (23 Items)

Reference Services

Research Reference	48 Inquires
Quick Reference	458 Inquires

Circulation & Foot Traffic Counter Report

Total Members Enrolled	1,230
Total Library Users	231
ACK Foot Traffic Counter Numbers	IN: 5,311 OUT: 5,220

MOU Partners (75)

DRS Members (6,556)



General ACK Visitors, Programs and Program Attendees in May

- **1,424 visitors** visited ACK (605 visitors in last month)
- **35 programs** (ACK & Other Sections) held at the ACK (14 programs in last month)
- **1,378 program participants** attended (408 attendees in last month)

ACK Programs in May

- **26 programs** were organized by ACK (10 Programs in last month)
- **1,183 participants** attended ACK program (318 Attendees in last month)
- **5 - Core Programs**
 - * **English Language Learning:** 3 programs and 174 participants
 - * **Education Advising:** 16 programs and 714 participants
 - * **Alumni Activities :** 3 programs and 174 participants
 - * **Cultural Programs:** 4 programs and 150 participants
 - * **Information About the U.S.:** 26 programs and 1,183 participants / 1 virtual programs and 70 participants

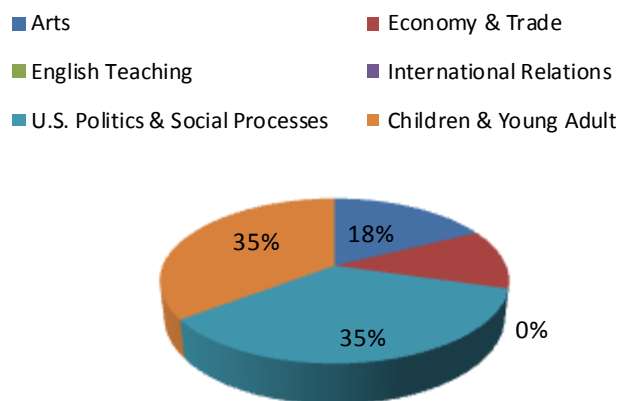
Others Sections' Programs/Trainings at the ACK in May

- **9 Program/Training** organized by other sections with **195 participants** (4 programs/trainings with 90 participants in last month)
 - * 3 RELO program with 60 participants / 2 HR program with 55 participants

ACK Circulation in May

- Total **1,163** membership enrollment
- **67** new members enrolled (41 members in last month)
- **105** patrons visited ACK (105 visited in last month)
- Collection Status
 - * **6,612** circulating books
 - * **1,032** circulating DVDs
 - * **863** circulating World Net DVDs
 - * **105** circulation periodical/newspaper
 - * **17** circulating audio books
- Circulation Check Outs
 - * **17** books checked out
 - * **18** DVDs checked out

Books Checked Out by Themes



General Public Service in May

- **Opening Hours:** 9:00 a.m. ~ 6:00 p.m. (Monday through Friday, except holidays)
- **19** opening days (22 days in last month)

IRO Strengthens Library Relationships across Korea

Seoul, Busan, Daegu, Gwangju, May 19-23 – Information Resources Officer Alka Bhatnagar visited Korea and enhanced Post's partnerships with important libraries, including host institutions for PA's Windows on America and all three American Corners. Ms. Bhatnagar gave presentations about "Trends Analysis and Marketing in U.S. Libraries" at the National Library of Korea, the National Digital Library of Korea, the Information Center on North Korea, Sookmyung Women's University, Busan Metropolitan Municipal Simin Library, Daegu Metropolitan Jungang Library, and Gwangju Metropolitan Mudeung Library. 225 librarians or future librarians attended Ms. Bhatnagar's presentations. Ms. Bhatnagar also networked with key library directors and learned about libraries in Korea, which will enhance Post's mission to make the American Spaces even more effective public diplomacy platforms.



U.S.-ROK-Japan DVC Empowers Youth and Fosters Dialogue



Seoul, May 12 – PA Seoul and PAS Tokyo organized a joint digital video conference (DVC) on the role of youth as positive agents of societal change with Emily Sussman, a campaign director for the Center for American Progress Action Fund. Ms. Sussman shared her experience as a youth organizer, including leading a team to produce record-breaking youth participation in the 2012 presidential election. Her presentation empowered 20 Korean and Japanese students to become effective advocates for local social progress. This cost-effective trilateral DVC enabled Post to foster dialogue and build common ground among the three countries.

Korean Youth Learn About Earth Day

Seoul, April 18 – PA screened "No Impact Man" at its monthly American Cinema Evening (ACE) program to commemorate Earth Day. Consular Officer Michael Mitchell moderated a lively discussion with Korean university students about engagement and community action to protect the environment at the local, national, and global levels. The ACE program is a monthly program that draws students to the American Center Korea to learn about U.S. ideals and practice English.



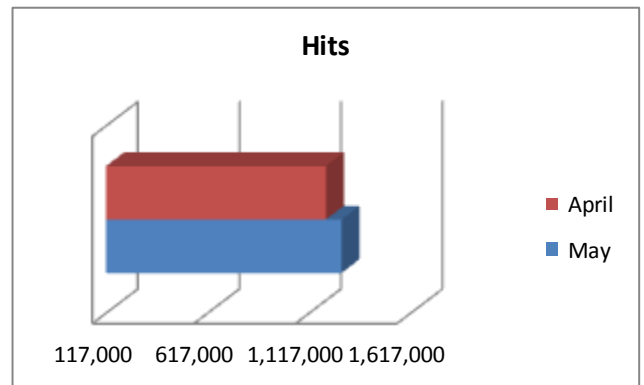
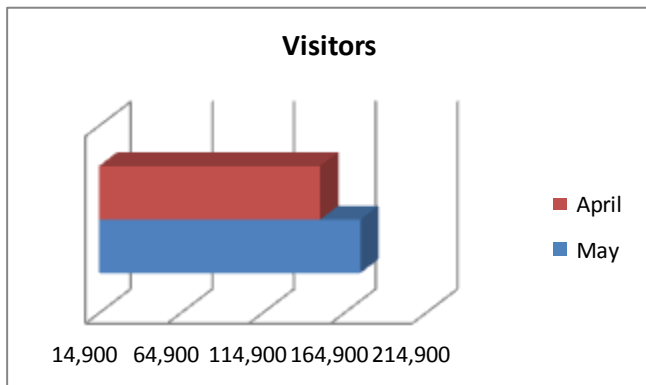
ACK Emphasizes Importance of Intellectual Property Rights



Seoul, April 28 – To mark World Intellectual Property Day, PA's American Center organized a roundtable discussion with 25 Korean law students. Embassy officers and trained lawyers Borchien Lai and Jeffrey Rands spoke about the importance of Intellectual Property Rights (IPR) in fostering innovation and public benefits. Engagement with the Embassy officers gave the Korean students a better understanding of the U.S. interest in protecting and enforcing IPR. We also distributed IIP materials on IPR protection.

Embassy Website Traffics in May

- Total number of website visitors to Korean website is **74,940** (56,405 in last month)
- Total number of website visitors to English website is **99,899** (93,888 in last month)
- Total number of page hits to Korean website is **231,708** (171,821 in last month)
- Total number of page hits to English website is **1,044,250** (1,027,383 in last month)
- **Average** of 5,640 visits and 41,160 hits to the Embassy website per day



- **Visitors** are counted when there is a visit to a site. A visitor who revisits the site within a 24 hours are not counted.
- **Hits** are counted when a visitor views a page. Each page that visitor goes to is counted as an individual hit.

Outreach Website Traffic in May

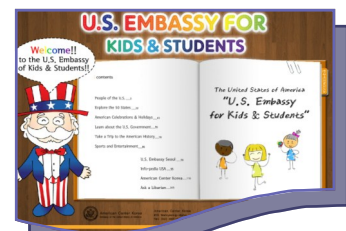
- Received 3,856 visits and 11,418 hits to the **Info-pediaUSA** website (3,474 visits and 10,655 hits in last month)
- Received 124 visits and 321 hits to the **Kids Website** (121 visits and 302 hits in last month)
- Received 449 visits and 1,026 hits to the **American Corner** Website (506 visits and 1,093 hits in last month)



American Corner
<http://americancorners.or.kr/>



Info-pediaUSA
<http://infopedia.usembassy.or.kr>



Kids Website
<http://kids.americancorners.or.kr/>

Busan APP Website Traffic in May

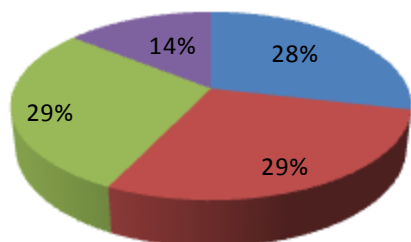
- Total number of hits to Busan APP English Website is **6,032**.
- Total number of hits to Busan APP Korean Website is **3,465**.

Outreach in May

- Sent 7 **E-infoUSA** to 21,100 recipients (12 documents in last month)
- Sent 23 **Article Alert** items to 6,880 recipients (26 items in last month)
- Prepared 11 **topical information packages** for PA (7 packages in last month)

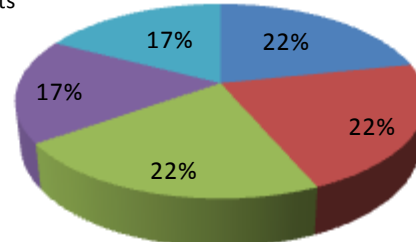
E-infoUSA (by theme)

■ International Relations
 ■ U.S. Society and Politics
■ Economics and Trade
 ■ Environment and Global



Article Alert (by theme)

■ International Relations
 ■ U.S. Society and Politics
■ Economics and Trade
 ■ Environment and Global
■ Arts

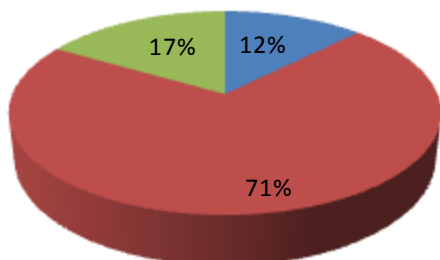


Reference Services in May

- Total **506** Reference Services in May (518 reference services in last month)
 - * Researched **48** Reference Inquires in May (69 inquiries in last month)
 - 6 (**12%**) DRS members requested
 - 34 (**71%**) Mission Staff requested
 - 8 (**17%**) Non-DRS members requested
 - * Researched **449** Quick Inquires (449 inquiries in last month)
- * **Reference Inquiry = 48** * **Quick Inquiry = 458**

Research Reference by Type

■ DRS Members
 ■ Mission Staff
 ■ Non-DRS



[Notable Inquires]

- U.S.-ROK Business Connections in Atlanta, Detroit, NY and LA – from the Mission
- Information on U.S. Education System — from the National Research Foundation
- Information on U.S. Policy on Bottled Water in California — from Ministry of Environment
- U.S. Government and Academic Practices on Entrepreneurship and Creative Economy from — Korea Institute of Science and Technology Information